

Water Management Working Group

Water Survey Results

Demographics

- 176 Responses
 - Representing 80 counties
 - 87 percent were completed by men, 13 percent by women
 - 68 percent had at least some college
 - Average farm size was 434 acres
- Age
 - 86 were age 60 or above
 - 37 were 50-59
 - 31 were 40-49
 - 22 were age 39 or below

Demographics

- Most had corn (53), forages (52), tobacco (15) or soybeans (11)
- Source for irrigation water
- Grain crops:
 - Larger acreages relied on wells or streams and rivers
 - Medium acreages relied on streams and rivers or impoundments
 - Very few used municipal
- Livestock:
 - Over 50 % of livestock operations utilized municipal water sources, especially dairy and confined operations
 - Ponds and lakes were the second favored source of water at roughly 40%
 - Streams and rivers or wells was the lowest category.

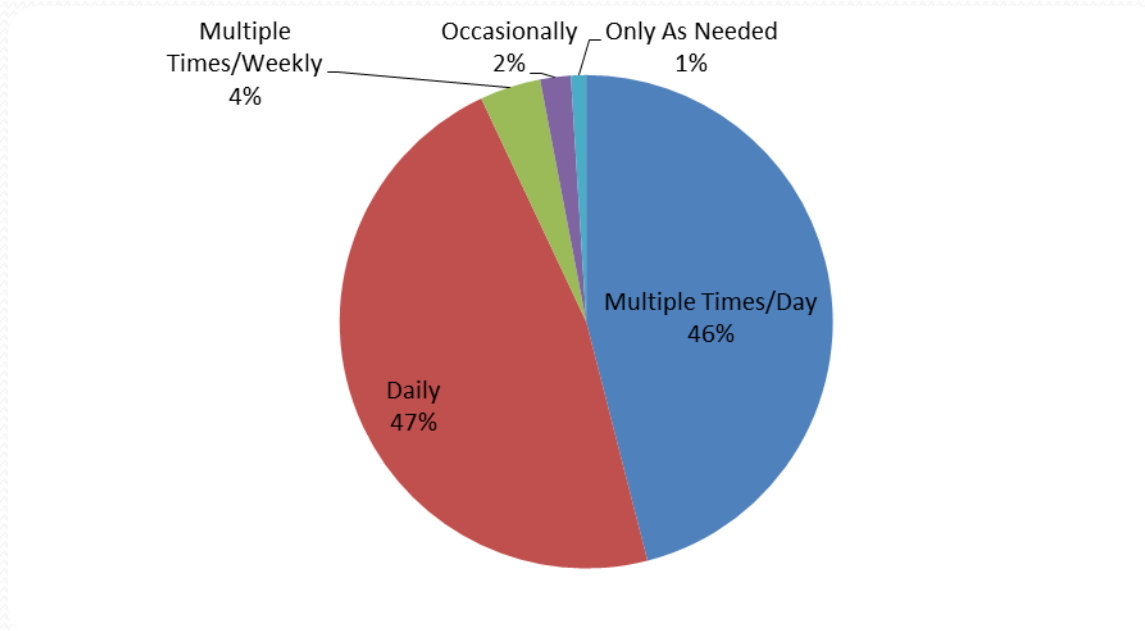
*Note there was some overlap because of overlap between pastured and confined animals

Technologies

- The majority, 66%, felt they had moderate computer skills, 24% considered themselves novices and 10 percent considered themselves skilled with a computer
- 66% utilize a smart phone while 34% did not
- Weather apps were the most used apps followed by grain market apps
- 76% did not subscribe to any market or weather subscription while only 24% did have subscriptions
- 59% surf the web daily, 18% daily and 23% occasionally
- 67% said current weather data is very important to decision making, 28% said it was important and 5 percent said it was somewhat or not important

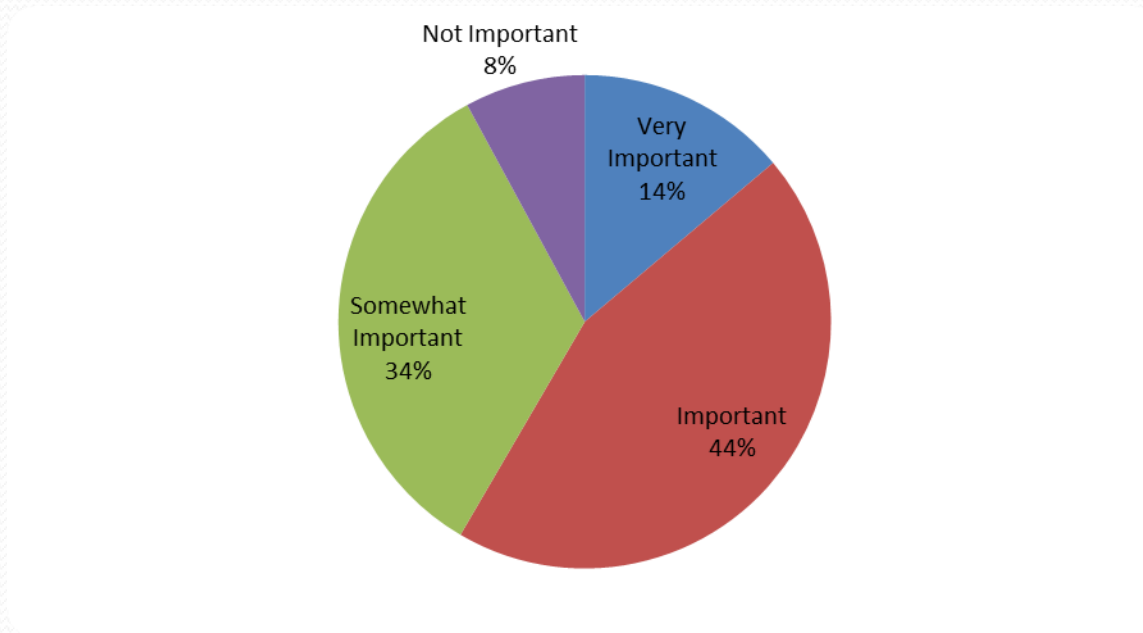
Weather Data

- How often do you access weather data?



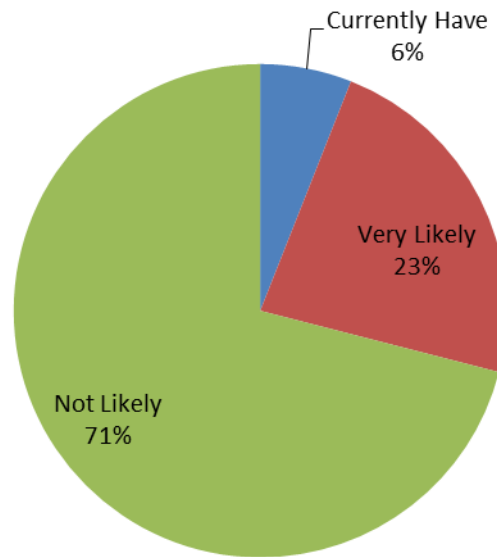
Weather Data

- How important is historical weather data?



Weather Data

- How willing are you to pay for a weather service subscription or app?



Weather Data

- What weather data is most useful?

Data	Always		Occasionally		Never		Responses
Current Conditions	135	87.1 %	19	12.3 %	1	0.6 %	155
Radar	136	85.5 %	23	14.5 %	0	0.0 %	159
3-Day Outlook	131	87.3 %	18	12.0 %	1	0.7 %	150
24-Hour Outlook	123	86.0 %	20	14.0 %	0	0.0 %	143
10-Day Outlook	103	67.8 %	44	28.9 %	5	3.3 %	152
Precipitation Totals	63	44.7 %	70	49.6 %	8	5.7 %	141
Percent Precipitation Chance	114	80.3 %	24	16.9 %	4	2.8 %	142
Temperature High/Low	85	58.6 %	55	37.9 %	6	4.1 %	145
Soil Temperature	23	17.7 %	80	61.5 %	27	20.8 %	130
Drought Monitor	31	23.3 %	80	60.2 %	22	16.5 %	133
Lightning Strikes	19	14.5 %	54	41.2 %	58	44.3 %	131

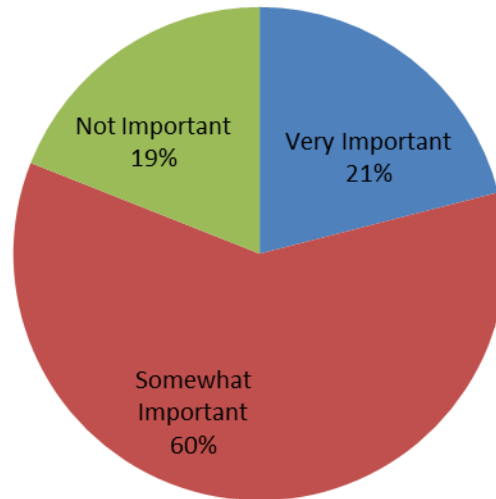
Weather Data

- What weather source had the highest confidence level?

Source	Cumulative Score	Overall Rank
News/Weather on TV	794	1
The Weather Channel	714	2
NOAA	436	3
UK Weather Center	305	4
Kentucky Mesonet	302	5
Weather Wunderground	174	6
Other	137	7

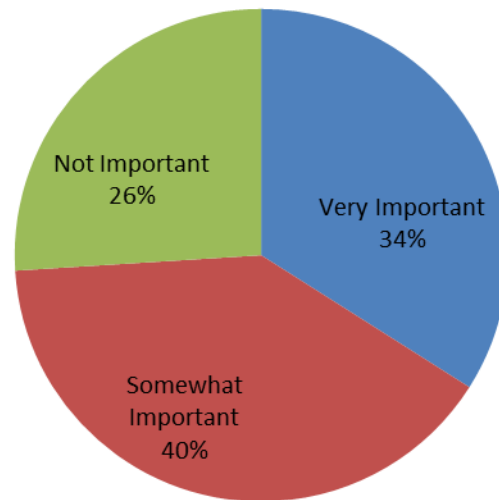
Weather Data

- How important is technical customer support?



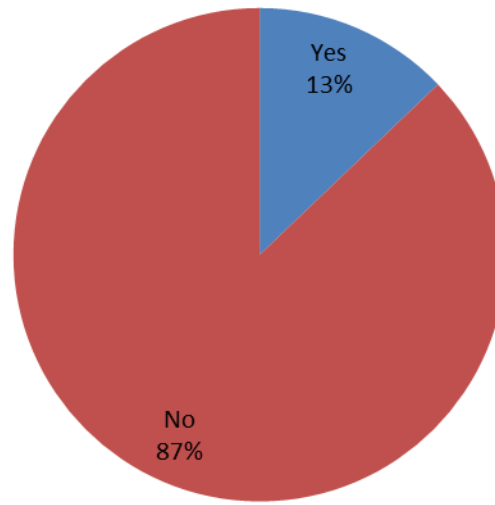
Weather Data

- How important is it being able to speak to a “real” person to obtain specific data or support?



Weather Data

- Do you currently collect weather data you would be willing to share in a statewide weather network format?



Weather Data

- Would you be willing to be part of a local weather-monitoring network?

